

ARCHERY TRADE ASSOCIATION

Rules of Conduct for Officers and Directors

December 1, 2004

The Archery Trade Association (ATA) Rules of Conduct for Officers and Directors (Rules) reflect the values to which we are committed and embody the ethical responsibilities we have to the ATA Staff and Members. Our intention is to represent the ATA with passion and without prejudice.

Some of the elements of the Rules are matters of law, some are matters of sound business practice, and some are matters of principle and professional conduct. All are common sense requirements and are intended to demonstrate the highest level of character and judgment of our ATA Officers and Directors. The principles of the Rules are expressed in broad statements to guide sound, ethical decision making. Within this framework, the intent of the Rules are simply that each Officer and Director will comply with all applicable laws and will conduct the ATA's business with integrity in a manner that excludes consideration of personal advantage or gain.

Rules of Conduct

- I. We serve all members of the ATA impartially and provide the highest level of service through appropriate stewardship of resources; exercise of sound business principles; equitable policies; equitable access; and, accurate, unbiased and courteous responses to all requests.
- II. We uphold the responsibility of the ATA to abide by the laws and regulations governing its activities.
- III. We hold inviolate the law and spirit of the disclosure of information about ATA as it relates to ATA Board, Councils, Committees, Staff, Members, Officers and Directors.
- IV. We hold inviolate the confidential information entrusted to us, and we preserve the confidentiality of all such information unless disclosure is expressly authorized by a majority vote of the ATA Board of Directors.
- V. We require accurate financial and expense reporting and disclosure, and we support the ATA's Staff, auditors, and accountants in their preparation and distribution of timely and accurate financial statements.
- VI. We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with the fair representation of the goals and purposes of the ATA as determined by the ATA Board of Directors.

- VII. We will take no action which could be construed as usurping the authority of the ATA Board of Directors and Officers as delineated in the ATA Bylaws. We will take action through the Board Committees, Councils, the Board's elected Officers and the Board itself yet we will strongly support minority position(s) so long as the minority does not obstruct the conduct of business.
- VIII. We respect the rights of the minority to express their opinions yet, in our role as Officers and Directors, we will refrain from the dissemination of information that is malicious, disparaging, or otherwise injurious to the ATA Staff, Members, Officers, our fellow Officers and Directors or any individual or group. We accept our responsibility for cooperating in every reasonable and proper way with the ATA Staff, Members, Officers and Directors.
- IX. We strive for excellence by maintaining and enhancing our knowledge and skills, by encouraging the professional development of Staff, Officers, Directors and other colleagues and by fostering the objectives of the ATA.
- X. We treat all ATA Staff, as well as our fellow Members, Officers and Directors, with respect, fairness and good faith, and advocate conditions of employment that safeguard the rights and welfare of all Staff.
- XI. We recognize and respect intellectual property rights and neither engage in, nor countenance any exploitation of the ATA.
- XII. Potential violations of the Rules of Conduct by Officers and Directors will be investigated and resolved by the Executive Committee. If the Executive Committee cannot resolve the issue with the individual Director, the Executive Committee shall appoint a committee of Directors to investigate the violation and, if deemed appropriate, recommend that the Board of Directors implement disciplinary action consistent with the ATA Bylaws.